

Message Text

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PAGE 01 PARIS 04257 101755Z
ACTION EUR-12

INFO OCT-01 IO-13 ISO-00 AGRE-00 SP-02 USIA-06 AID-05
EB-08 NSC-05 CIEP-01 TRSE-00 SS-15 STR-04 OMB-01
CEA-01 CIAE-00 COME-00 FRB-03 INR-07 NSAE-00 XMB-02
OPIC-03 LAB-04 SIL-01 L-03 H-01 PA-01 PRS-01 /100 W
-----110132Z 127535 /64

R 101751Z FEB 77
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 9661
INFO ALL EC CAPITALS 0356
USMISSION EC BRUSSELS
USDEL MTN GENEVA

C O N F I D E N T I A L PARIS 04257

E.O. 11652: GDS
TAGS: ETRD FR
SUBJECT: CURRENT "BUY FRENCH" CAMPAIGN

1. FYI ONLY: WE KNOW THAT THE STAFF OF FOREIGN TRADE
MINISTER ROSSI HAS BEEN RECOMMENDING TO HIM THAT GOF
OFFICIALS, HAVING MADE THEIR POINT, SHOULD SLOW DOWN OR
CALL OFF THEIR CURRENT "BUY FRENCH" CAMPAIGN. STAFFERS
ADMIT THEIR CONCERN FOR THE PSYCHOLOGICAL REPERCUSSIONS
WHICH COULD BE PROVOKED BY THIS CAMPAIGN. THEY NOTE
THAT IMPORTS OF CONSUMER GOODS HAVE BEEN RISING SHARPLY
AND THAT CURRENT CONCERNS HAVE RELATED TO IMPORTS FROM
EC PARTNERS, MAINLY ITALY, GERMANY, AND THE U.K., FOR
SUCH ITEMS AS SHOES, TEXTILES AND HOUSEHOLD APPLIANCES.
DURING THE NEXT TEN DAYS ROSSI WILL BE VISITING VARIOUS
EC CAPITALS, AND HIS STAFF BELIEVES HE WILL QUICKLY
BECOME MORE SENSITIZED. HOWEVER, THE STAFF IS ALSO
LOOKING CLOSELY AT IMPORT STATISTICS TO SEE IF THEY CAN
IDENTIFY AREAS WHERE SPECIAL MEASURES COULD BRING
ABOUT SIGNIFICANT SAVINGS. SO FAR THE ONE ITEM
RECEIVING ATTENTION IS COFFEE, FOR WHICH FRENCH SPENT
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FOUR BILLION FRANCS ON IMPORTS IN 1976, THAT IS ABOUT
\$800 MILLION. STAFF ARE NOT SURE WHAT, IF ANYTHING,
CAN OR SHOULD BE DONE ABOUT COFFEE BUT SAY THEY "MAY
THINK OF SOMETHING." END FYI
RUSH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ECONOMIC PROGRAMS
Control Number: n/a
Copy: SINGLE
Sent Date: 10-Feb-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977PARIS04257
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: GS
Errors: N/A
Expiration:
Film Number: D770048-1003
Format: TEL
From: PARIS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770254/aaaabvds.tel
Line Count: 60
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 3d4f74c8-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 16-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3354140
Secure: OPEN
Status: NATIVE
Subject: CURRENT ("BUY FRENCH" CAMPAIGN
TAGS: ETRD, FR
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/3d4f74c8-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009